

Store  
Hours:  
9:00 to 5:30

**Gimbel Brothers**  
32nd ST-BROADWAY-33rd ST-NEW YORK

Piano and Phonograph Section  
Open Evenings Until 9 o'Clock  
After 5:30 P. M. use 33rd Street Entrance  
near Broadway.

**Gimbel Brothers**  
32nd ST-BROADWAY-33rd ST-NEW YORK

Gimbel Phone Number  
Pennsylvania  
5100

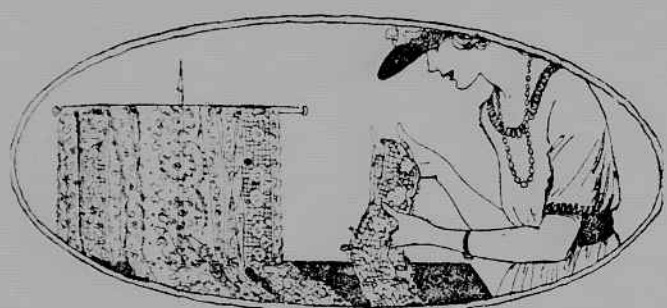
Monday : April 12 : The Great Spring Drive Features the Semi-Annual

# SALE OF GOOD HOSIERY

None Sent  
C. O. D.

Savings of 20 Up to 50 Per Cent

31 Tables—Up  
and Downstairs



A Great Purchase!  
15,000 Yards of  
Trimming Laces  
15c to \$1.10 a Yard  
You Save 25% to 35%

Of course there have been greater purchases in regard to quantity—though 15,000 yards of lace is no mean amount, as you'll agree. But—as for quality and desirability and serviceability—we know of no purchase greater. Hard to get—of course. But here it is—and to prove our point and for your own satisfaction you must see these laces.

You know as well as we do that this is a lace year. You know that there's hardly an article for household or personal adornment that does not boast its bit of lace—

And This Is Your Opportunity  
Filet and Point Venise

such excellent reproductions in bandings and edgings 3/4 of an inch to 5 inches wide—daintiest patterns—and, oh! so many of them. You're sure to find the ones you've wanted!

Sale Begins Monday at 9 A. M.

How Many Yards for You?

GIMBELS—LACE SHOP—Main Floor.

## The Annual April Sale of Reproductions of Sheffield Plate

Actual Savings of One-Third!

Smart as sterling, serviceable as sterling—but not at sterling prices! Even at regular prices, Sheffield silverware is the most practical of tablewares—and at April Sale Prices it becomes the sheerest economy.

### Cheese and Cracker Dishes

Thread or grape border; with handle.....\$10.50  
Same designs without handle..... 8.75

### Bread Trays

Plain burnished; thread border..... 5.95  
The same with grape border..... 6.75

### Roll Trays

Oblong shape; thread border; with handle..... 7.95  
Same with grape border..... 8.00

### Meat Platters

Oval; plain burnished; thread border (13 1/2 inch)..... 11.00  
Covered oval platter; thread border (15 1/2 inch)..... 25.00  
Well and Tree; English mount (22 inch)..... 27.00  
Well and Tree, thread border (17 inch)..... 24.00  
(19 inch)..... 28.00  
(22 inch)..... 39.00

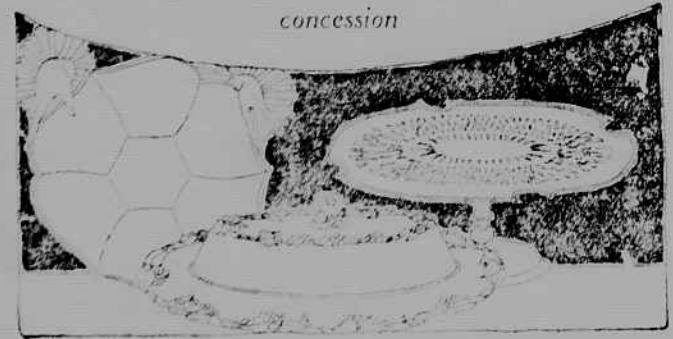
### Compotes

Burnished pierced design; thread border, 12 inch diameter, 6 inches high..... 12.00

### Vegetable Dishes

Double convertible dishes with lock handle, allowing the use of both dish and cover. Thread or grape border. 16.50

And many other useful and beautiful pieces  
at similarly interesting price  
concession



GIMBELS—Main Aisle—Also, Silverware Shop—Main Floor

## 100000 PAIRS OF STOCKINGS for MEN : WOMEN : CHILDREN

"FIRSTS" AND "SECONDS" "Run of the Mill"

8500 Pairs at 28c	3000 Pairs at 89c	1600 Pairs at \$1.79
2800 Pairs at 35c	11000 Pairs at 89c	8500 Pairs at \$1.95
5400 Pairs at 45c	12000 Pairs at \$1.19	4000 Pairs at \$2.65
1800 Pairs at 55c	2400 Pairs at \$1.45	1200 Pairs at \$3.45
7500 Pairs at 58c	4300 Pairs at \$1.55	

You know the scarcity of high-grade hosiery. You shopped at Easter and you know hosiery prices. You probably suspect that the market is rising. As it is. We knew all this and much more. We

combed the market. We gathered together a little lot here. Another there. We secured—as a great favor, mind you—certain desirable lots from many desirable manufacturers—and now—after six months' work—This Is The Sale.

By Far the Greatest in Point of Value that the Gimbel Store Has Ever Held

These prices are of course lower than this spring's prices—20% to 50% lower. And—naturally—lower than next fall's prices. For example—as far as we can tell from advance quotations—a pair of stockings that will

cost you \$1.95 today will reach the \$3.25 mark at that time. So when we say that we can duplicate neither sale nor savings we say so in all sincerity—and we leave to you both the mathematics in the case and whether or not it demands your action.

### Stockings for Men

8500 Pairs 28c

Serviceable socks of very fine grade cotton with seamless feet and double heels and toes. Black and Cordovan. Every pair perfect.

7500 Pairs 58c

Pure silk socks at the price of the good old days. In black and street shades and of excellent quality silk. "Seconds."

8000 Pairs 89c

Pure silk socks—absolutely seamless—with lisle cuffs, heels and toes. For wear with oxfords. Black, white and good street shades.

### Stockings for Women

3000 Pairs 89c

Women's Pure Silk Stockings; seamless feet and seamed back legs; lisle tops and soles. In Black and Street Shades. "Seconds."

8500 Pairs \$1.95

Black and good colors; some in white—are silk from top to toe; others have lisle tops and soles. All are full-fashioned—Run of the Mill.

4800 Pairs \$1.55

Women's Pure Silk Stockings; seamless and seamed back; full fashioned; white or black; run of the mill. Lace-trimmed black or plain black silk stockings with seamed back legs; lisle tops and soles. First quality.

4000 Pairs \$2.72

Including Federal Tax Stockings of finest quality—pure silk from top to toe; others with lisle tops and soles. Black and street shades. Pure Silk Lace Boot and Cuff effects too. Black only. Run of the Mill.

GIMBELS HOSIERY SHOP—Main Floor.

2400 Pairs \$1.45

Women's Black or Cordovan Drop-stitch Richelieu Ribbed and Plain Black Silk and Fibre Mixed Stockings; lisle tops and soles; seamed back legs. Every pair perfect.

1200 Pairs \$3.60

Including Federal Tax Finest quality all silk lace insert and lace boot effects, made of glove silk in the season's most popular designs. Many worth three times this price—Run of the Mill.

1600 Pairs \$1.79

Women's Full-fashioned Pure Silk Stockings; lisle tops and soles; black and Cordovan. For wear with pumps—every pair perfect.

12000 Pairs \$1.19

A wonderful lot of pure silk lace clocked and lace boot effects, in black and a few Cordovan. At a little more than one-third their price were they absolutely perfect. Each pair is stamped "Seconds."

### Stockings for Kiddies

3000 Pairs 38c

Children's Novelty Socks with fancy striped tops or in plain colors. All are lisle or cotton, with double heels and toes.

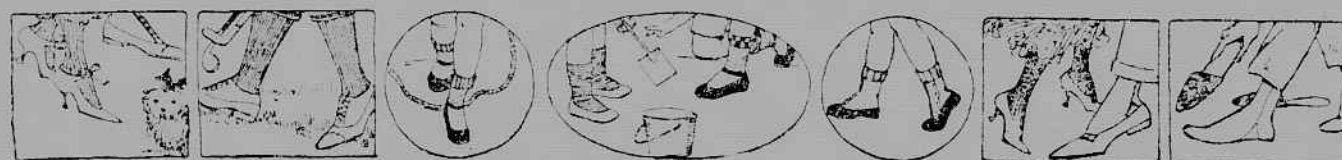
1200 Pairs 58c

Children's fine quality silk-plaited socks in white with novelty striped tops in various shades. Cuffs, heels, toes of fine lisle.

### To Mail Order Customers

Orders bearing the postmark of the first day of the sale will be filled to the best of our ability. As this is a sale of many lots, be very definite in stating size, color and price of merchandise desired.

The Downstairs Store Contributes Over 25,000 Pairs of Men's, Women's and Children's Stockings to the Sale. Prices Rise by Easy Stages from 19c up to 79c.



## Now the BIG Tumble in Price! 1050 Dozen Sheets and Pillow Cases : Sheeting : Bed Spreads

Every One Standard Quality! Every One April Drive Value!

Here's the Sale : Here's the Stock : Here's the Saving!  
Peperell : Cannon : Durable Brand Sheets

Not all sizes in all lots; size before hemming:

54x90 in.....\$1.75	63x99 in.....\$2.10	72x 99 in.....\$2.25	81x90 in.....\$2.25	90x 99 in.....\$2.75
63x90 in.....\$1.90	72x90 in.....\$2.10	72x108 in.....\$2.50	81x99 in.....\$2.50	90x108 in.....\$2.95
<b>Bleached Pillow Cases</b>				
45x39 in.....48c each	<b>Cannon Brand Bleached Pillow Cases</b>			
45x38½ in.....52c each	42x38½ in.....55c each	<b>Gimbels Durable Brand of High Grade Bleached Sheeting</b>		
	45x38½ in.....65c each	1¼ yards wide.....48c yard	2 yards wide.....60c yard	
		1½ yards wide.....65c yard	2¼ yards wide.....83c yard	
			2½ yards wide.....98c yard	

## White and Colored Summer Weight Bed Spreads

<b>White Crinkle Bed Spreads.</b>		<b>In pink, blue, yellow.</b>		<b>Colored Royal Mitheline Bed Spreads and Sets at Special Prices.</b>	
Plain hemmed.		72x90 in.....\$3.85 set		Pink, Blue, Gold.	
72x90 in.....\$2.35		90x96 in.....\$5.55 set		Spreads, plain hemmed.	
80x90 in.....\$2.55				72x90 in.....\$7.50	
<b>Scalloped with cut corners.</b>		<b>White Satin Finish Bed Spreads.</b>		80x90 in.....\$7.75	
72x90 in.....\$2.60		plain hemmed; full size.		90x100 in.....\$9.00	
80x90 in.....\$2.80				Spreads, scalloped with cut corners.	
<b>Colored Printed Bed Spread Sets</b>		<b>White Satin Finish Bed Spread Sets.</b>		72x90 in.....\$7.75	
on fine grade standard bleached sheeting, with colored scallop to match floral effect. Bolster included.		new spring designs; neatly scalloped for full sized beds; bolsters to match. Just 110—Less Than Today's Wholesale Cost..\$7.75 set		80x90 in.....\$8.00	
				90x100 in.....\$9.25	
				Spread and Bolster to match; neatly scalloped.	
				72x90 in.....\$10.00	
				80x90 in.....\$10.75	
				90x100 in.....\$12.50	

GIMBELS—BED SPREAD AND SHEET SHOP—Second Floor.



## S-I-L-K-S

Of Beauty and Taste  
Exquisite for Spring Wear

AT VERY MUCH REDUCED PRICES

NAVY BLUE TAFFETAS, a yard, \$2.80

Very Special for One Day Only.

35 inches wide, offering exceptional value.

NAVY BLUE DRESS TAFFETA, a yard, \$3.45

Very Special for One Day Only.

35 inches wide, of heavier quality than the above and offering also exceptional value.

COLORED DRESS TAFFETAS, a yard, \$3.90

Very Special for One Day Only.

35 inches wide; a wonderful quality of lustrous durable taffeta, made by one of the foremost silk manufacturers of America.

Imported Swiss Taffetas,  
Special at \$4.15 a yard,  
of soft lustrous finish, in dark brown, yellow, wistaria, purple, lavender, gray, blue, pink, white, Copenhagen and navy blue, 38 inches wide.

Yufeng Chinese Pongee,  
Special at \$2.10 a yard,  
of heavy quality, closely woven, in a light natural color only; an excellent material of splendid wearing quality, 32 inches wide.

Foulards,  
Special at \$2.95 a yard,  
in newest designs and charming colorings, with backgrounds of brown, gray, black, Copenhagen and navy blue, 35 inches wide.

Tub Silk Shirts,  
Special at \$2.95 a yard,  
in stripes of various colors on white ground; an excellent material, offering exceptional value, 32 inches wide.

GIMBELS—SILK SHOP—Second Floor.

## 3 NEW STYLES IN Women's Spring Pumps

OFFERED FOR ONE WEEK ONLY AT

\$9.75 a pair

A TRULY REMARKABLE PRICE FOR FINE SHOES OF ADVANCE STYLE

We know that we have an unusually complete stock of

Correct Footwear For Women

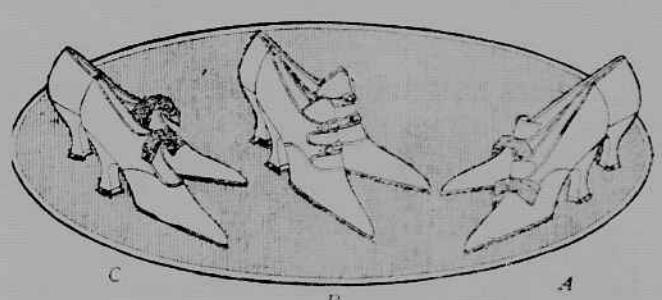
at very reasonable prices. As a merchandising feature and as introduction to this splendid stock, we are offering these three new and advance styles in Women's shoes, for one week, at a price which is

Many Dollars Less Than We Usually Ask

Each represents the newest in American styles: The ribbon bow and the high strap is especially characteristic of our French vamp.

They are made of the finest materials obtainable, by skilled workmen. Each is illustrated.

Style A —in black or brown suede, —in grey or white kid, —and in black calf.  
Style B —in dull kid or patent colt, —in grey or brown kid, —and in white kid.  
Style C —in black satin, —in brown satin, —and in brown suede.



GIMBELS WOMEN'S SHOE SHOP—Second Floor